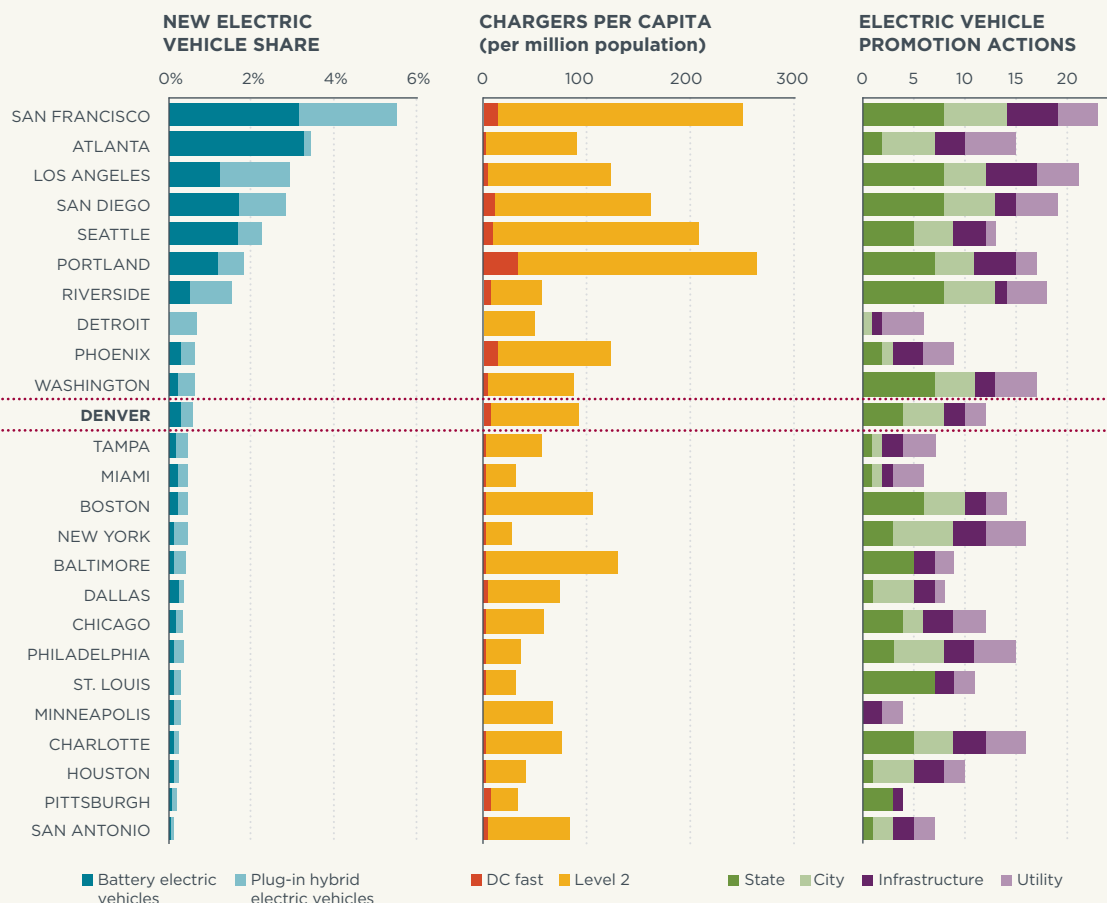
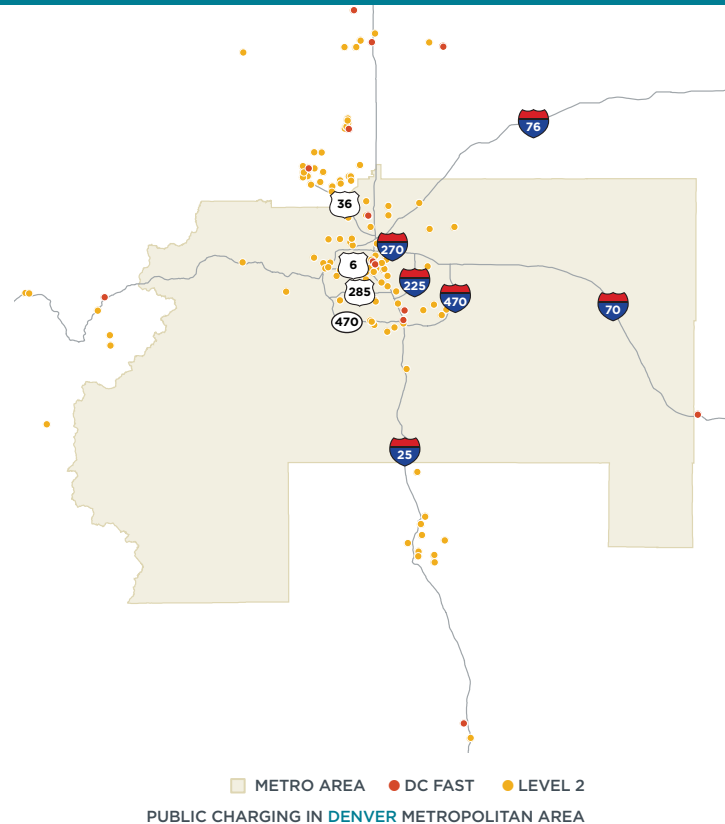


DENVER

Denver, Colorado, has a **number of key building blocks** in place that may allow it to become a major electric vehicle hub in the years ahead. The state's **electric vehicle income tax credit** is valued at about **\$5,000**, and the area has built up a **top-10 public charging infrastructure network** for electric vehicles.

Although the Denver area offers strong incentives, the uptake of electric vehicles has been about average. To spur the market, Denver should consider **partnering with local utilities to provide home charging incentives** and **preferential rates for vehicle charging**. Further, relatively few electric vehicle models are available, suggesting that **greater efforts to engage dealers and automakers, and to raise public awareness, are needed**.



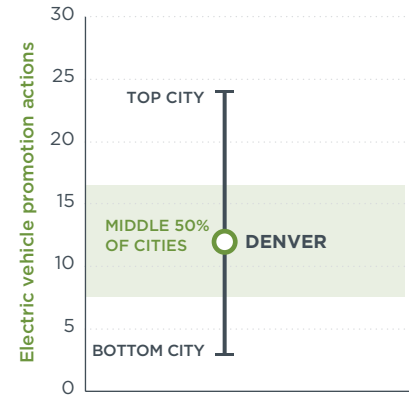
- DENVER:**
- » **11th highest** new electric-vehicle sales share
 - » **9th most extensive** public electric charging infrastructure
 - » **12 of the 30** electric-vehicle promotion actions

ACHIEVEMENTS

- » State income tax credit has primed the market
- » Above average public charging infrastructure network
- » Support for EVs from major utility provider
- » Local parking benefits

OPPORTUNITIES

- » Advocate to maintain state income tax credit
- » Extend, expand, and increase awareness about consumer incentives
- » Continue to expand charging infrastructure, including DC fast
- » Consider adopting more key EV promotion actions to attract a greater assortment of consumers
- » Work with dealers and automakers to make EVs more available and increase awareness



WHAT DENVER IS DOING TO PROMOTE ELECTRIC VEHICLES

	STATE		CITY		UTILITY
Policy Foundation	State ZEV Program	<input type="radio"/>	City EV strategy	<input type="radio"/>	
	State low carbon fuel policy	<input type="radio"/>	Streamlined EVSE permitting process	<input type="radio"/>	
			EV-ready building codes	<input type="radio"/>	
Consumer Benefits	State BEV purchase subsidy	<input checked="" type="checkbox"/>	City vehicle purchase subsidy	<input type="radio"/>	Utility charging pilot or other research <input type="radio"/>
	State PHEV purchase subsidy	<input checked="" type="checkbox"/>	City parking support	<input checked="" type="checkbox"/>	Utility preferential rates for charging <input type="radio"/>
	State fee reduction or testing exemption	<input type="radio"/>	City EV supply equipment financing	<input type="radio"/>	Utility home charger support <input type="radio"/>
	State home charger incentive, support	<input type="radio"/>	City carpool lane (HOV) access	<input type="radio"/>	
	State public charging	<input checked="" type="checkbox"/>	City-owned EV chargers	<input checked="" type="checkbox"/>	
	State parking benefit	<input type="radio"/>	US DOE EV Project key area	<input type="radio"/>	
Visibility and Outreach	State fleet purchasing incentive	<input checked="" type="checkbox"/>	Workplace charging partners	<input checked="" type="checkbox"/>	Utility website, information materials <input checked="" type="checkbox"/>
	State manufacturing incentive	<input type="radio"/>	City car sharing program link	<input type="radio"/>	Utility cost comparison tool <input type="radio"/>
			City website or info materials	<input checked="" type="checkbox"/>	Other utility outreach activity <input checked="" type="checkbox"/>
			City outreach or education events	<input checked="" type="checkbox"/>	
			City fleet purchasing	<input checked="" type="checkbox"/>	

WHAT CAN BE DONE TO BETTER PROMOTE ELECTRIC VEHICLES? EVERYONE HAS A ROLE...

STATES Lock in electric vehicle support policies for several years into the future

CITIES AND REGIONAL GROUPS Optimize infrastructure roll-out; create dedicated EV parking; adopt EVs in fleets

LOCAL BUSINESSES Install workplace-charging equipment; encourage employees to drive EVs to work

AUTOMAKERS Make more models more widely available; enhance marketing outreach, and education

CAR DEALERS Promote electric vehicle models; help consumers understand total cost of ownership and education on charger availability

UTILITIES Continue to inform potential EV consumers of benefits; promote low-cost off-peak charging

CONSUMERS Test drive new electric vehicle models; calculate the potential fuel savings

EV = Electric Vehicle; BEV = Battery Electric Vehicle; PHEV = Plug-in Hybrid Electric Vehicle; EVSE = Electric Vehicle Service Equipment; DC = Direct Current
Based on "Assessment of leading electric vehicle promotion activities in US cities," available at <http://theicct.org/leading-us-city-electric-vehicle-activities>.

Note on sources: Vehicle share data based on IHS Automotive 2014 registrations. Electric charger data is from the US DOE Alternative Fuel Data Center. The U.S. City Electric Vehicle Profile Project is an initiative of the 11th Hour Project, sponsored by the Schmidt Family Foundation. Collaborators include the C40 Cities Climate Leadership Group and the Center for Climate and Energy Solutions.

<http://www.theicct.org/us-city-electric-vehicle-profiles-2015>

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